

Amendments to the Specification:

Please replace paragraph [0024] with the following rewritten paragraph:

[0024] A server computer of a first aspect of the invention provides an information to a first computer through a communication network. The server computer comprises a memory that stores an advertisement data and a controller that transmits the advertisement data to the first computer through the communication network. The server computer sets an advertisement charge for transmitting the advertisement data which is charged to a provider who provides the advertisement data, and sets the advertisement-~~rate~~ charge according to a transmitting time of the advertisement data. The advertisement charges are varied according to the transmitting time, that is, timing of transmitting the advertising data through the communication network from the server computer instead of fixing the advertisement charges, whereby it is possible to effectively collect the advertising data from an advertisement provider and provide the collected data to the user.

Please replace paragraph [0038] with the following rewritten paragraph:

[0038] In Fig. 9 such an example of the accounting data to the web page provider according to the number of accesses is shown. In Fig. 9, in a case of the number of user accesses being 10 thousand PV (page view), 3% of discount is applied corresponding to the increase-~~rate~~ of the advertisement charges to the advertisement provider, and in a case of the number of user accesses being 40 thousand PV, 15% of discount is similarly applied corresponding to the increase-~~rate~~ of the advertisement charges to the advertisement provider. Suppose that the basic charges for placing a web page for one week are 500 thousand yen, web page placing charges amount to 485 thousand yen in the case of the number of user accesses being 10 thousand PV in the WWW server 10 and the web page placing charges

become 425 thousand yen in the case of more than 40 thousand PV. In Fig. 9, discount rates of the advertisement charges in the number of user accesses other than those are shown.

Thus, by adjusting the web page placing charges according to the number of accesses, an incentive to create better contents is given to the web page provider.